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| Title |  | Line of Business |  | Project Start Date |  | Launch Date |  | End Date |
| Small Business EBTS |  | Group Benefits EBTS |  | June 4, 2018 |  | July XX, 2018 |  | December 31, 2018 |

***MetLife’s Noble Purpose: Trusted partner to help me navigate my changing world***

*\*Replace the content below*

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| **Campaign Imperative** | Activate the new Employee Benefits Trends Study (EBTS) platform for Small Business reinforcing MetLife’s expertise and advocacy strategic pillars. |
| **Objectives**  **& Metrics** | **Objective:**   * Increase awareness and drive engagement with the new SB EBTS insights * Demonstrate MetLife’s expertise by positioning MetLife as the go-to small business benefits carrier * Drive consideration and favorability by bringing forward MetLife’s insights on the changing workplace   **Measurement:**   * Digital Metrics   + Video Views   + Social Engagements   + Web visits * Brand Metrics   + Brand perception of expert in the changing workplace for employers |
| **Challenge** | Small Business employers are looking for ways to attract the right talent and retain existing employees. Employee Benefits can help but learning what is right for their business can be difficult and confusing.  The opportunity is to promote the 2018 EBTS platform to our target and demonstrate MetLife as an expert in the changing workplace. The insights and story are built from data and research across all company sizes. As part of our Small Business Growth Initiative, this opportunity is to complement the overall Study with a small business-focused point of view to build recognition of MetLife’s small business commitment and position MetLife as the expert, go-to benefits carrier for small business owners and their brokers**.** |
| **Target Audience** | **Primary Audiences:**  - Small Business owners   * Small business owners feel a passion towards their business and consider it different than “large corporations”. They want to feel understood and that MetLife understands the uniqueness of small businesses. * The #**1 benefits objective** for small businesses is to **retain talent** (80%), followed by closely by **increasing employee satisfaction (76%) and loyalty (74%** * Many small business owners find it **challenging to source qualified talent** – only 39% rate the quality of potential hires is “good”.   SBOs do a lot of upfront research including online, print/trade media and family/friends. However, they heavily rely on their broker to offer the right benefits solutions at the right price for their situation.   * Small business owners often juggle many hats, including spending 1-2 hours/week on HR-related activities.   - Brokers who work with small businesses   * Brokers are looking for ways to become stronger partners to their clients to build a trusted relationship and add value. They value providers who deliver products and experiences that address the distinct needs of small businesses. |
| **Insights** | Staying competitive means staying ahead of employee expectations. For a small business, every employee makes a direct impact on a business’ success. Thus it’s vitally important for them to understand what motivates employees and how to attract and retain their top talent. |
| **Product,**  **Service,**  **or Offer** | Employee Benefits Trends for Small Business: In April 2018, MetLife launched a new version of their long-standing Employee Benefits Trend Study to help position the brand as an expert on the changing Workforce. The new EBTS moves beyond its traditional employee benefits focus, to provide insights into the changing workplace and its implications for businesses. |
| **Positioning** | **Overarching Story:**  MetLife empowers small business owners by helping them build a business that is more attractive to the people who make it successful, their employees. Businesses that focus on the “human” moments that matter will be the companies that people want to work for and feel great about at work.  **Story 1:**  **More than a Job:** Employees today see work as a part of who they are and, therefore, want their work to reflect their values, interests and aspirations. Supporting and empowering employees can help keep your team motivated and loyal.   * 6 in 10 (58%) small business employees say their **work defines who they are** * 64% of small business employees say their work skills **make them a better person** in their personal life * 64%% of small business employee say they can **achieve their professional goals** at their current company * 69% of small business employees **feel valued and significant** to their company * 58% of small business employees feel they are **empowered** the majority of the time at work   **Story 2:**  **Keep the Best and Brightest:** One strong hire can elevate an entire small business, offering benefits is an important aspect of attacting and retaining talent.   * The #**1 benefits objective** for small businesses is to **retain talent** (80%), followed by closely by **increasing employee satisfaction (76%) and loyalty (74%** * Many small business owners find it **challenging to source qualified talent** – only 39% rate the quality of potential hires is “good”. * **One strong hire can elevate an entire small business**. Hiring top talent really matters for small business, as each individual can make a significant direct impact on business success * But a wrong hire or **losing an employee can be costly** for a small business . . . replacing an employee costs an estimated **1.5 to 2x of the employee’s annual salary**.( Jan 2018 <https://www.huffingtonpost.com/entry/how-much-does-employee-turnover-really-cost_us_587fbaf9e4b0474ad4874fb7>) * More than half of small business employees say **benefits are an important reason why they chose to work at their company**   **Story 3:**  **Empower Employees to be their Best:** Employees thrive when work and life enrich each other, ultimately becoming more productive at work. This can have a direct impact on your small business’ success.   * + - 76% of small business owners say **work life balance makes employees more productive** at work     - Small market employees are more satisfied, engaged, and loyal to employers who help them balance work and life. * Satisfied – 85% * Engaged – 76% * Loyal – 84%   + - 8 in 10 small business employees say having work life balance makes them **more productive and engaged**     - 48% of small business employees say they **trust their employer to do the right thing**     - Benefits offer stability and protection - 83% of small business employees say **benefits provide peace of mind**     - 51% of small business employees say because of the benefits they receive at the workplace, they **worry less** about unexpected health and financial issues   **Story 4:**  **The Benefit of Benefits:** Offering benefits can help retain great employees – a top objective for small business’. Employees feel more satisfied, grow more committed to the success of the small business while employers benefit from a more engaged and productive workforce.   * 65% of small business employees say having benefits customized to meet my needs would **increase my loyalty** to my employer * 69% of small business employees say having benefits gives them **peace of mind** for the unexpected * 51% of small business employees say their **employers has a responsibility for the health and well-being of their employees** * Less than half (42%) of small business employees are **satisfied with the benefits** that they receive through their employer * Only 37% of small business employees **feel in control of their finances** * Small business employees want **flexibility and choice** – and are **willing to pay for it**.   + 54% say they are **willing to bear more of the cost of benefits** in order to have choices that meet their needs   + 53% say they are **interested in a wider array of non-medical benefits** they can choose to purchase and pay for   + After medical, **Dental, Life and Vision are the top three desired** must-have benefits for small business employees |
| **Mandatories & Deliverables** | **Deliverables:**  5 Final Assets:   * 4 videos: each featuring 1 story from above approximately :30 each video with the ability to cut to :03 - :06 for social use. * 1 concise Infographic that touches on offering benefits make an impact and deliver tangible returns that can help a small business succeed by pulling from supporting stats from all 4 stories   **Mandatories:**   * Must tie (graphically and thematically) to Master EBTS study – [Experience The Human Workplace](https://benefittrends.metlife.com/us-perspectives/ebts2018/) * All assets need to work together and stand on their own (so they can be used in multiple ways and a viewer could view one or all.) * Assets should tagged for SEO (such as adding main keywords, descriptions, etc). * [Within Metlife Brand guidelines](https://global.amer.mymetlife.com/en-us/OurCompany/Documents/marketing-hub/branddesign.html))   Distribution/Usage:   * MetLife.com (small business) and/or BenefitTrends.MetLife.com * Email * Paid Media: Social sponsored posts, pre-roll video * Sales enablement   Look and feel:   * [See 2018 Trends Study here.](https://benefittrends.metlife.com/us-perspectives/ebts2018/) * [EBTS Website](https://benefittrends.metlife.com/) * Include Existing Creative * Infographic should have easy to read feel similar to the exisiting infographic: <https://blog.metlife.com/wp-content/uploads/2016/12/The-Benefits-of-Benefits-for-Small-Businesses.pdf> |
| **Budget** | Total budget of $30,000 |
| **The  MetLife Team** | Include the names, titles, contact information, and project role (RAPID designation) of your team here.   * Mariane Weinand, Sr. Marketing Consultant II, Business Segment Marketing – Project Lead * Tina Beckwith, AVP, Business Segment Marketing * Ann Clifford, Director, Business Segment Marketing, Small Business * Amy Buckley, AVP, Brand Digital Mktg Strategy * Maria Anatro, Web Strategy Lead * Meredith Rippey, Sr. Marketing Consultant II, US Brand Strat. & Integ. Mktg. |